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BMW Italia becomes a founding supporter of the Teatro alla Scala in Milan.

In order to celebrate the BMW Group's 100th anniversary and BMW's 50-year presence in Italy, the Italian subsidiary of the German automaker has expanded its collaboration with the world's most famous opera house.

BMW Italia has become a founding supporter of the Teatro alla Scala in Milan. The decision was made in response to the desire to broaden the collaborative relationship with the world's most prestigious opera house – during a year that has particular significance for the company. As a matter of fact, in 2016 the BMW Group is celebrating its 100th anniversary, while the Italian subsidiary marks the fiftieth anniversary of the official importation of the first BMW in our country.

“We are very happy,” said Nicolas Peter, Senior Vice President Region Europe at BMW AG during the ceremony inaugurating the BMW Milano City Sales Outlet, “to be able to celebrate a new chapter in our partnership with the Teatro alla Scala. We have decided to become founding supporters after 13 years of fruitful collaboration – in order to celebrate our anniversaries in the best way possible and to support the world's most important opera house. This initiative also pays tribute to the bond between BMW AG and Italy, the country of art, culture, and beauty.”

Giuliano Pisapia, Mayor of Milan and President of the Teatro alla Scala Foundation, commented as follows: “The Teatro alla Scala represents Milan in the world; it is an extraordinary symbol of our city; and the collaboration between the theatre and private individuals and organizations is one of the secrets of its success today. For this I thank BMW, which has decided to become a founding supporter of the Teatro, for playing an even bigger role as it continues with a partnership that has already been in place for many years.”

“For more than 40 years, the BMW Group has been active in the world of culture,” said Sergio Solero, President and CEO of BMW Italia S.p.A., “with initiatives that make our company unique in the automotive industry and beyond. The partnership with the Teatro alla Scala is one of those initiatives for which the entire world envies us and highlights the seriousness of our commitment and the sharing of important values. Becoming a founding supporter seemed to be a natural next step and a tangible sign of our cultural and social commitment in Italy.”

“The collaboration between the Teatro alla Scala and businesses,” explained the Superintendent of the Teatro alla Scala Alexander Pereira, “is essential for the solidity of the Teatro – and also for the development of new projects. The arrival of new founding supporters shows the vitality of the Scala and its capacity for getting industry involved. Invaluable to us is the contribution of those that, like BMW, have collaborated with the Teatro for 14 years, supporting our inaugurations and supporting an important project like the ‘Grandi Spettacoli per Piccoli’, which in 2016 will be putting on 31 shows attended by about 50,000 children – 14 years of working together, leading to a bigger role as founding supporter.”

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BMW Italia has been a partner of the Teatro alla Scala since 2002, serving as “Official Supplier”, and since 2005 as “Official Partner of the Opening Night”. Over the years, many initiatives have been realized, for example for the launch of new products, like the last three generations of the BMW 7 Series and, in 2012, of the BMW i3, the first premium electric car coming from the BMW Group. In 2008, to celebrate the tenth anniversary of the Italian subsidiary of the Munich automaker in Milan, the Philharmonic orchestra of the Scala, directed by Maestro Daniele Gatti, offered the guests of BMW Italia a musical program geared to innovation and a taste for challenges. Last year, an extraordinary concert by the Berliner Philharmoniker, one of the most famous orchestras in the world, which had not played at the Scala since 2005, celebrated the opening of EXPO. Since 2014, BMW Italia has also been supporting the “Grandi Opere per Piccoli”, created and staged by the Teatro alla Scala with the aim of getting children interested in opera by presenting stories specifically geared for a young and curious audience.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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